PHILIP MORRIS U.S.A. **INTER-OFFICE CORRESPONDENCE**
120 PARK AVENUE, NEW YORK, NY 10017

DATE: March 27, 1996

TO: Shelby Rafferty

FROM: J. Yvette Robinson

SUBJECT: **Parliament Party Zone - Summer 1996**

GMR is making the following recommendations:

- It would be in Parliament's best interest to concentrate our efforts in the following New England area:
  - Nantucket
  - Martha's Vineyard
  - Cape Cod (including Provincetown)

- GMR informed me thar some may remember, we did not do promotions in the Vineyard and Nantucket because of costs and the sampling ban. Costs can be reduced for the above areas if we do not take the vehicle over on the ferry. The sampling ban is not an issue any more because now we sell product.

- Dismiss efforts completely in Providence - we are no longer meeting our demographics at those clubs.

- Reduce efforts in Newport. This area has always been a struggle in achieving the ultimate "Party Zone." We have one really good account there - Senor Froggs that we could keep.

- Please be aware that exclusivity will be virtually impossible in many clubs during the summer promotions. When possible, we will coordinate promotions with Miller products. (There will be no tobacco promotion conflicts.)

As you know, time is of the essence - please review and let's discuss the above issues on Monday, April 1st. Thanks.

jyr/me

cc: R. Gotti
M. Medina
E. Moore
L. Steen

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Source: https://www.industrydocuments.ucsf.edu/docs/fzln0004